

## **Flag Raising Ceremonies**

- **City Council annually** approves a City of Milpitas Commemorative Flag Raising calendar through City Resolution. The schedule is typically approved in Fall for the coming calendar year.
- Recreation and Community Services **Events staff** will accept Flag Raising Ceremony Host applications from potential host organizations. The application will be available online, and applications must be received no later than four (4) months prior to the Flag Ceremony date to allow ample time to plan and publicize the event. If multiple Host Organizations apply for a single ceremony, priority will be given to 1) Milpitas-based organizations, 2) Organizations that submitted by the deadline and 3) Organizations that submit the most complete application and are most qualified. Event staff will also connect and encourage groups to work together on planning. All applications are reviewed and approved by the Director of Recreation and Community Services.

Groups interested in hosting a flag raising ceremony not on the approved City of Milpitas Commemorative Flag Raising calendar should reach out to the Director of Recreation and Community Services, Renee Lorentzen at [rlorentzen@ci.milpitas.ca.gov](mailto:rlorentzen@ci.milpitas.ca.gov). Ideally, requests for new ceremonies should be communicated to staff no later than six (6) months prior to the ceremony date.

- **Flag Raising Ceremonies** are small outdoor events held in the Cesar Chavez Plaza (457 E. Calaveras Blvd.). Ceremonies are limited to one hour maximum. Events can be scheduled for weekday or Saturday mornings, 9-10 a.m. or weekday evenings, 5-6 p.m. or 6-7 p.m. Events can include a ceremony (up to 35 minutes) and reception to follow. The following elements can be included (duration times are best practice examples if host includes all elements):
  - Welcome/Opening Remarks (1-2 minutes)
  - Anthem singer (up to 3 minutes)
  - Raise the Commemorative Flag (simultaneous with Anthem)
  - Invocation or prayer (up to 3 minutes)
  - Up to three additional performances (5 minutes or less)
  - Up to three speakers (5 minutes or less)
  - Reception (30 minutes or less)
    - Ambient music
    - Hosted pre-wrapped snacks or non-alcoholic beverages (consumed standing)
    - Information Tables

- **Host organizations** can apply to provide any or all of the above, plus outdoor decor (subject to City staff approval) and must ensure the following ceremony rules are followed:
  - All performers will be required to sign a City of Milpitas hold harmless agreement and may require insurance (depending on type of performance).
  - If food is served, it must be pre-wrapped. Hosting organization must provide servers, tablecloths, napkins, utensils and clean-up crew to ensure proper trash disposal.
  - Information Tables may only be used to distribute information and solicit customer contact information; organizations may not sell any product, wares, or memberships at Flag Raising Ceremonies.
  - All City of Milpitas City Council dignitaries are required to be invited to attend the Ceremony, be acknowledged verbally in the program, and sit in assigned dignitary seating. A current invitation list will be provided by City Staff. All requests for Council members to speak will be submitted through Event Staff for coordination.
  - Host organization must submit marketing material information as required and by deadlines set by City staff. Late information may result fewer outreach materials and no City generated program. Any marketing materials created by the host organization must be approved by City staff and include the appropriate logos and language. For host organizations wishing to create their own marketing materials, City staff will provide details on City requirements and a sample to follow.
  - Conduct marketing and outreach to the community in addition to City responsible channels.
  - Host organizations can arrive one hour in advance to set up. No last-minute changes to the ceremony set up will be conducted.
  - Host organizations are responsible for event clean-up, except furniture.
- **City Events staff** will support host organizations ceremonies with the following services:
  - Obtain and press flags.
  - Conduct the flag raising if no one from host organization wants to raise the flag.
  - Provide furniture and equipment:
    - (1) Podium
    - (10) Speaker and Dignitary seating
    - (150) Audience seating
    - (4) Information tables
    - (4) Food service tables
    - Simple sound system (speaker's handheld microphone and speakers) only

- City staff will begin cleaning and putting away furniture 1.5 hours after the start of the ceremony. Ceremonies that begin late will have shorter reception times.
  - Coordination of City Dignitary invitation and speaking requests.
- **City Marketing staff** will support host organization ceremonies and prepare:
  - (1) flyer for electronic distribution on social media, including logos of any hosting organization(s)
  - (1) Announcement of the ceremony via City publications and messaging channels
  - (1) one-page event program and up to 150 copies produced on a color copier.